

What is claimed is:

1. A computer-implemented method for pricing goods of independent sellers using a marketer controller capable of communicating via a communications network, the marketer controller including a CPU and a memory operatively
5 connected to the CPU, the method comprising the marketer controller:
receiving from an independent seller, via the communications network, data identifying the independent seller's good;
presenting to the independent seller a menu including plurality of selectable options, each of the options corresponding to a respective predetermined method for
10 deriving a sale price for the independent seller's good; and
deriving the sale price for the independent seller's good using the predetermined method corresponding to a seller-selected option.
2. The method of claim 1, wherein the sale price is determined proximate
15 a time of sale of the good to the buyer.
3. The method of claim 2, wherein the predetermined method comprises a discounting a manufacturer's suggested retail price.
- 20 4. The method of claim 3, wherein the marketer controller stores a database of suggested retail prices.

5. The method of claim 2, wherein the predetermined method comprises discounting a price for a certain good in new condition when the independent seller's good is the certain good in used condition.

5 6. The method of claim 1, wherein the seller agrees, before the sale, to sell the good at a sale price determined by the marketeer proximate a time of sale of the good to the buyer, the sale price being determined in accordance with the predetermined method corresponding to the seller-selected option.

10 7. The method of claim 6, wherein the predetermined method comprises discounting a manufacturer's suggested retail price.

8. The method of claim 7, wherein the marketeer controller stores a database of suggested retail prices.

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9. The method of claim 6, wherein the predetermined method comprises discounting a price for a certain good in new condition when the independent seller's good is the certain good in used condition.

20 10. The method of claim 1, wherein the sale price is determined proximate to a time the buyer wishes to buy the good.

11. The method of claim 10, wherein the predetermined method comprises discounting a manufacturer's suggested retail price.

12. The method of claim 10, wherein the predetermined method comprises
5 discounting a price for a certain good in new condition when the independent seller's good is the certain good in used condition.

13. The method of claim 1, wherein the predetermined method comprises discounting from a manufacturer's suggested retail price.

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14. The method of claim 1, wherein the predetermined method comprises discounting a price for a certain good in new condition when the independent seller's good is the certain good in used condition.

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15. A computer-implemented method for facilitating sales of goods of independent sellers using a marketer controller capable of communicating via a communications network, the marketer controller including a CPU and a memory operatively connected to the CPU, the method comprising the marketer controller:

presenting in an electronic marketplace goods registered for sale at a
20 marketer's website, the goods having been registered by a plurality of independent sellers;

presenting in the electronic marketplace additional goods, information concerning such additional goods being retrieved from a database accessible to the marketer controller; and

if a buyer wishes to purchase via the electronic marketplace a certain good
5 selected from among the registered goods and the additional goods, and the certain good has not been registered for sale at the website of the marketer, referring the buyer to a third party vendor.

16. The method of claim 13, wherein referring the buyer to the third party
10 vendor comprises presenting a link to the third party vendor's website.